

### **CLAIM AMENDMENTS**

The following listing of claims replaces all prior versions and listings of claims in the present application:

Claim 1: (currently amended) A system for ordering a cable television pay-per-view event, said system comprising:

a switch for receiving calls, said switch adapted to receive a caller's calling number and a called number;

a data storage component configured with customer information and event information, said customer information including customer account number and calling number data and said event information including a cable television event title;

a called number table in communication with said switch such that when said calling number is received by said switch, said ~~called number table~~ switch retrieves a customer account number associated with said calling number;

a temporary data container for storing customer data for use in call processing, said customer data including said customer account number, said temporary data container in communication with said switch and said data storage component; and

an automatic voice response unit in communication with said switch and said temporary data container, said automatic voice response unit for providing recorded voice response to said caller subsequent to said retrieval of said customer account number, said automatic voice response unit configured with multiple applications, said multiple applications including a called number based

pay-per-view application, a menu based PPV application, and a call routing application wherein said call routing application performs the function of retrieving customer data from said data storage component, wherein said automatic voice response unit receives said customer account number and said called number for use in call processing, wherein said automatic voice response unit requests customer information other than said customer account number and event information from said data storage component; and

wherein a called number based application retrieves said event from said data storage component using said called number, wherein each event is associated with its own called number, and wherein said customer account number obtained from said calling number is automatically associated with said ordering of said event.

Claim 2: (cancelled).

Claim 3: (cancelled).

Claim 4: (cancelled).

Claim 5: (original) A system according to claim 1 wherein said system is configured with called number parameter tables that dictate predetermined call processing based on said called number.

Claim 6: (original) A system according to claim1 wherein said calling number and called number data and caller account number is stored in said temporary data container.

Claim 7: (original) A system according to claim 1 further comprising multiple data variables used to hold predetermined data and wherein said data variables are used to transmit data between said switch and said automatic voice response unit.

Claim 8: (original) A system according to claim 1 further comprising a live agent station in communication with said switch.

Claim 9: (cancelled).

Claim 10: (previously presented) A system according to claim 1 wherein said customer information includes credit data.

Claim 11: (original) A system according to claim 10 wherein said customer is transferred to a live agent if said customer's credit data represents a bad credit rating.

Claim 12: (cancelled).

Claim 13: (previously presented) A system according to claim 1 further comprising a PPV parameter table configurable to customize said PPV applications, and wherein said PPV applications reference said PPV parameter table to determine how to process the call.

Claim 14: (currently amended) A method for ordering programming events, said method comprising the steps of:

receiving a call at a switch;

obtaining a calling number and a called number;

retrieving customer data from a database based on said calling number;

storing said retrieved customer data in a temporary storage location for use during said call; and

running an automatic voice response application for cable television event ordering wherein said automatic voice response application for ordering is further comprised of the step of retrieving a cable television event from said database based on said called number, wherein said automatic voice response application retrieves additional customer data from said database, wherein each cable television event is associated with its own called number and wherein said customer data includes an account number obtained using said calling number and wherein said automatic voice response application for ordering uses said account number and said called number to retrieve said cable television event and automatically associates said caller's account number with said ordered event.

Claim 15: (previously presented) The method of claim 14 further comprising the step of:

receiving a PIN number from a customer and receiving event data including an event rating for an ordered program event;  
obtaining a customer rating based on said PIN; and  
comparing said customer rating with said event rating to determine whether said customer is allowed to order the event.

Claims 16 - 20: (canceled).